# CONTINUING AUDIT

# OF

# MARQUEE VALUES

Spring 1949

Number 37

AUDIENCE RESEARCH, INC.
PRINCETON - NEW YORK - HOLLYWOOD

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# CONTINUING AUDIT OF MARQUEE VALUES

This report shows *a screen player's power to sell tickets at the box office*, as measured by ARI's Continuing Audit of Marquee Values. The Audit does not measure talent, except as talent persuades movie-goers to spend money to see a particular personality. The Audit reports the percentage of movie-goers interviewed in a nation-wide cross-section survey who say that the name of a particular player on the front of a theatre would make them want to buy a ticket. ARI's cross-section is actually a miniature of the national movie audience. Men and women, young and old, rich and poor, living in cities and towns of different sizes and in all parts of the country are interviewed, and the number *interviewed in each group is determined by the number of tickets* that group accounts for at the box offices of the nation.

Once a year our reports of marquee values in the total national audience are supplemented by a report on screen player marquee values in the principal audience groups; namely, males, females, movie-goers at various age levels, upper and lower income movie-goers, movie-goers divided by the frequency of their attendance at motion pictures, and by size of community--in other words, a description of the general population characteristics of a player's following. This information can be of great value in casting.

Other sources of information about marquee values are available, and they are useful up to a point. The box office is, of course, an indication, but the box-office results can-

not reveal how much of a picture's performance was due to the player in question and how much to other players; how much to story, to direction, and so on. Polls based on exhibitors' reports can supply information--but exhibitors' opinions are at best an indirect and incomplete way of determining movie-goers' opinions. The weakness of both these sources as accurate guides to a player's drawing power are eliminated in ARI's Audit which measures among a group representative of the nation's *motion picture theatre patrons*, the number who say the player's name (without regard to title, story, other players, producer, director) on the marquee would make them want to buy a ticket.

We believe the Continuing Audit is the most realistic source of information available today on screen personality values.

## CONTINUING AUDIT OF MARQUEE VALUES

| ACTRESSES | REGULAR AUDIT (SPRING 1949) | REGULAR AUDIT (WINTER 1948) | DIFFERENCE |
|---|---|---|---|
| BERGMAN, Ingrid | 56 | 55 | + 1 |
| DE HAVILLAND, Olivia | 44 | 35 | + 9 |
| WYMAN, Jane | 41 | 31 | +10 |
| ALLYSON, June | 38 | ( 34, Autumn 1948) | + 4 |
| COLBERT, Claudette | 38 | 34 | + 4 |
| HAYWORTH, Rita | 38 | 38 | - |
| JONES, Jennifer | 38 | 33 | + 5 |
| TURNER, Lana | 38 | 37 | + 1 |
| GRABLE, Betty | 37 | 34 | + 3 |
| WILLIAMS, Esther | 36 | 36 | - |
| DAVIS, Bette | 34 | 32 | + 2 |
| GARLAND, Judy | 34 | 34 | - |
| YOUNG, Loretta | 34 | 35 | - 1 |
| HUTTON, Betty | 32 | 35 | - 3 |
| STANWYCK, Barbara | 32 | 32 | - |
| CRAIN, Jeanne | 30 | 31 | - 1 |
| CRAWFORD, Joan | 30 | 26 | + 4 |
| FONTAINE, Joan | 30 | 27 | + 3 |
| DUNNE, Irene | 29 | 24 | + 5 |
| SCOTT, Lizabeth | 28 | 27 | + 1 |
| TAYLOR, Elizabeth | 28 | 22 | + 6 |
| ROGERS, Ginger | 26 | 23 | + 3 |
| RUSSELL, Rosalind | 26 | 25 | + 1 |
| TEMPLE, Shirley | 26 | 28 | - 2 |
| TIERNEY, Gene | 26 | 27 | - 1 |
| GODDARD, Paulette | 24 | 28 | - 4 |
| SHERIDAN, Ann | 24 | 26 | - 2 |
| BACALL, Lauren | 23 | 21 | + 2 |

# CONTINUING AUDIT OF MARQUEE VALUES

| ACTRESSES | REGULAR AUDIT (SPRING 1949) | REGULAR AUDIT (WINTER 1948) | DIFFERENCE |
|---|---|---|---|
| HAYWARD, Susan | 23 | 24 | - 1 |
| DARNELL, Linda | 22 | ( 19, Autumn 1948) | + 3 |
| RUSSELL, Jane | 21 | 20 | + 1 |
| LEIGH, Vivien | 20 | ( 17, Spring 1948) | + 3 |
| SOTHERN, Ann | 20 | ( 20, Autumn 1948) | - |
| LAMOUR, Dorothy | 19 | ( 21, Autumn 1948) | - 2 |
| LOY, Myrna | 19 | ( 21, Autumn 1948) | - 2 |
| BALL, Lucille | 18 | 18 | - |
| GARDNER, Ava | 18 | 19 | - 1 |
| HAVER, June | 18 | ( 19, Autumn 1948) | - 1 |
| GRAYSON, Kathryn | 17 | ( 17, Summer 1948) | - |
| BARRYMORE, Ethel | 16 | 13 | + 3 |
| DAY, Laraine | 16 | ( 20, Autumn 1948) | - 4 |
| VALLI | 16 | 16 | - |
| BENNETT, Joan | 15 | ( 18, Autumn 1948) | - 3 |
| MAYO, Virginia | 15 | 16 | - 1 |
| DE CARLO, Yvonne | 14 | ( 14, Autumn 1948) | - |
| BLYTH, Ann | 11 | 12 | - 1 |
| DAY, Doris | 11 | 13 | - 2 |
| GARBO, Greta | 10 | ( 10, Autumn 1948) | - |
| O'SULLIVAN, Maureen | 10 | 11 | - 1 |
| LYNN, Diana | 9 | 11 | - 2 |
| SMITH, Alexis | 9 | 10 | - 1 |
| HOLM, Celeste | 8 | ( 6, Autumn 1948) | + 2 |
| LESLIE, Joan | 8 | 13 | - 5 |
| MOOREHEAD, Agnes | 8 | * | * |
| KEYES, Evelyn | 7 | 8 | - 1 |
| TREVOR, Claire | 7 | 6 | + 1 |

* Not Measured in Previous Audits

# CONTINUING AUDIT OF MARQUEE VALUES

| ACTRESSES | REGULAR AUDIT (SPRING 1949) | REGULAR AUDIT (WINTER 1948) | DIFFERENCE |
|---|---|---|---|
| HENDRIX, Wanda | 6 | ( 4, Autumn 1948) | + 2 |
| GREER, Jane | 5 | 5 | - |
| MC DONALD, Marie | 5 | ( 7, Winter 1947) | - 2 |
| BEL GEDDES, Barbara | 4 | 5 | - 1 |
| DRAKE, Betsy | 4 | 3 | + 1 |
| WILSON, Marie | 4 | * | * |
| LANSBURY, Angela | 3 | 4 | - 1 |
| MOORE, Terry | 3 | 3 | - |
| O'DONNELL, Cathy | 3 | 3 | - |
| EVANS, Joan | 2 | 1 | + 1 |
| FOCH, Nina | 2 | ( 2, Autumn 1948) | - |
| PERREAU, Gigi | 2 | 2 | - |
| COLTON, Rita | 1 | * | * |
| CORBY, Ellen | 1 | * | * |
| FLEMING, Rhonda | 1 | 1 | - |
| SIMMONS, Jean | 1 | ( 1, Autumn 1948) | - |

* Not Measured in Previous Audits

## CONTINUING AUDIT OF MARQUEE VALUES

| ACTORS | REGULAR AUDIT (SPRING 1949) | REGULAR AUDIT (WINTER 1948) | DIFFERENCE |
|---|---|---|---|
| CROSBY, Bing | 57 | 57 | - |
| HOPE, Bob | 52 | 50 | + 2 |
| GRANT, Cary | 51 | 51 | - |
| PECK, Gregory | 50 | 50 | - |
| BOGART, Humphrey | 49 | 46 | + 3 |
| LADD, Alan | 48 | 48 | - |
| COOPER, Gary | 45 | 46 | - 1 |
| STEWART, James | 45 | 45 | - |
| GABLE, Clark | 44 | 42 | + 2 |
| GARFIELD, John | 44 | 41 | + 3 |
| TRACY, Spencer | 44 | 43 | + 1 |
| LANCASTER, Burt | 42 | 38 | + 4 |
| KAYE, Danny | 41 | 39 | + 2 |
| MITCHUM, Robert | 41 | 39 | + 2 |
| POWER, Tyrone | 39 | 41 | - 2 |
| ANDREWS, Dana | 38 | 37 | + 1 |
| FORD, Glenn | 38 | 39 | - 1 |
| MILLAND, Ray | 38 | 37 | + 1 |
| PIDGEON, Walter | 36 | 35 | + 1 |
| SKELTON, Red | 36 | 37 | - 1 |
| COTTEN, Joseph | 35 | 37 | - 2 |
| BENDIX, William | 34 | 33 | + 1 |
| FITZGERALD, Barry | 32 | 33 | - 1 |
| JOHNSON, Van | 32 | 31 | + 1 |
| ROBINSON, Edward G. | 32 | 32 | - |
| FLYNN, Errol | 31 | 32 | - 1 |
| JOLSON, Al | 31 | 31 | - |
| TAYLOR, Robert | 31 | 28 | + 3 |

# CONTINUING AUDIT OF MARQUEE VALUES

| ACTORS | REGULAR AUDIT (SPRING 1949) | REGULAR AUDIT (WINTER 1948) | DIFFERENCE |
|---|---|---|---|
| WILDE, Cornel | 31 | ( 27, Autumn 1948) | + 4 |
| HEFLIN, Van | 30 | 27 | + 3 |
| POWELL, Dick | 30 | 28 | + 2 |
| CLIFT, Montgomery | 29 | 24 | + 5 |
| RAFT, George | 29 | 30 | - 1 |
| SCOTT, Randolph | 29 | 31 | - 2 |
| PARKS, Larry | 28 | 29 | - 1 |
| BARRYMORE, Lionel | 27 | 24 | + 3 |
| DAILEY, Dan | 27 | 22 | + 5 |
| MONTGOMERY, Robert | 27 | 24 | + 3 |
| O'BRIEN, Pat | 27 | 29 | - 2 |
| ROONEY, Mickey | 27 | ( 24, Autumn 1948) | + 3 |
| WEBB, Clifton | 27 | 22 | + 5 |
| WIDMARK, Richard | 27 | 16 | +11 |
| OLIVIER, Laurence | 26 | 21 | + 5 |
| MARX BROTHERS | 25 | 23 | + 2 |
| LAWFORD, Peter | 21 | 22 | - 1 |
| O'KEEFE, Dennis | 21 | 20 | + 1 |
| PAYNE, John | 21 | ( 23, Autumn 1948) | - 2 |
| HUSTON, Walter | 19 | ( 15, Autumn 1948) | + 4 |
| MADISON, Guy | 19 | 18 | + 1 |
| MASON, James | 19 | 19 | - |
| STEVENS, Mark | 19 | 16 | + 3 |
| WELLES, Orson | 18 | 15 | + 3 |
| BOYER, Charles | 17 | ( 17, Summer 1948) | - |
| MATURE, Victor | 17 | 17 | - |
| CUMMINGS, Robert | 16 | ( 16, Autumn 1948) | - |
| HOLDEN, William | 16 | 13 | + 3 |

# CONTINUING AUDIT OF MARQUEE VALUES

| ACTORS | REGULAR AUDIT (SPRING 1949) | REGULAR AUDIT (WINTER 1948) | DIFFERENCE |
|---|---|---|---|
| AUTRY, Gene | 15 | ( 13, Autumn 1948) | + 2 |
| LUND, John | 15 | 12 | + 3 |
| O'CONNOR, Donald | 15 | 16 | - 1 |
| MARTIN, Tony | 14 | 15 | - 1 |
| RATHBONE, Basil | 13 | ( 14, Summer 1948) | - 1 |
| AYRES, Lew | 12 | 10 | + 2 |
| DONLEVY, Brian | 12 | 13 | - 1 |
| DURYEA, Dan | 12 | ( 11, Autumn 1948) | + 1 |
| MC ALLISTER, Lon | 12 | 12 | - |
| MC CREA, Joel | 12 | 11 | + 1 |
| NIVEN, David | 12 | 12 | - |
| COBB, Lee J. | 11 | 7 | + 4 |
| LUKAS, Paul | 10 | 9 | + 1 |
| MORGAN, Frank | 10 | 11 | - 1 |
| BICKFORD, Charles | 9 | ( 6, Summer 1948) | + 3 |
| RYAN, Robert | 9 | 8 | + 1 |
| DOUGLAS, Kirk | 8 | 5 | + 3 |
| DUFF, Howard | 8 | 6 | + 2 |
| HUTTON, Robert | 8 | ( 9, Autumn 1948) | - 1 |
| AGAR, John | 7 | 5 | + 2 |
| MC DOWALL, Roddy | 7 | ( 11, Spring 1948) | - 4 |
| PRESTON, Robert | 7 | 8 | - 1 |
| GWENN, Edmund | 6 | 6 | - |
| BASEHART, Richard | 5 | * | * |
| DE FORE, Don | 5 | ( 6, Autumn 1948) | - 1 |
| DEREK, John | 5 | * | * |
| FERRER, Jose | 5 | 5 | - |
| GRANGER, Farley | 5 | 4 | + 1 |

* Not Measured in Previous Audits

# CONTINUING AUDIT OF MARQUEE VALUES

| ACTORS | REGULAR AUDIT (SPRING 1949) | REGULAR AUDIT (WINTER 1948) | DIFFERENCE |
|---|---|---|---|
| STOCKWELL, Dean | 5 | 3 | + 2 |
| COREY, Wendell | 4 | 4 | - |
| GENN, Leo | 4 | 3 | + 1 |
| LYNN, Jeffrey | 4 | 4 | - |
| HOMOLKA, Oscar | 2 | 2 | - |
| KELLAWAY, Cecil | 1 | * | * |

* Not Measured in Previous Audits

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| ABBOTT & COSTELLO | 30 | 30 | 28 | 26 | 23 | 25 | - | 27 | 29 | 29 | - | 26 | 28 | - | 28 | - | - | | | |
| AGAR, John | - | - | - | - | - | - | - | - | - | - | - | 6 | - | 7 | 7 | 5 | 7 | | | |
| AHERNE, Brian | 6 | - | - | - | - | - | - | 7 | - | - | - | - | 7 | - | - | - | - | | | |
| ALBERT, Eddie | - | - | - | - | - | - | - | - | 5 | - | - | - | - | - | 5 | - | - | | | |
| ALDA, Robert | - | - | 2 | 2 | - | - | - | - | - | - | - | - | - | 7 | - | - | - | | | |
| ALLBRITTON, Louise | - | - | - | - | - | - | - | 2 | - | 2 | - | - | 1 | 2 | - | - | - | | | |
| ALLYSON, June | 16 | 18 | 17 | 20 | 29 | 30 | 35 | 34 | - | - | 38 | 35 | 35 | 38 | 34 | - | 38 | | | |
| AMECHE, Don | 14 | 16 | 16 | 16 | 17 | 19 | - | - | - | - | - | 11 | - | 13 | - | - | - | | | |
| AMOS 'n ANDY | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 11 | - | - | | | |
| ANDREWS, Dana | 13 | 15 | 17 | 21 | 26 | 25 | 26 | 30 | 35 | 35 | 40 | 39 | 40 | 39 | 37 | 37 | 38 | | | |

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| ANDREWS SISTERS | - | - | - | - | - | - | - | - | - | - | 18 | 19 | - | 17 | - | - | - | | | |
| ARMENDARIZ, Pedro | - | - | - | - | - | - | - | - | - | - | - | - | - | 4 | 4 | - | - | | | |
| ARNOLD, Edward | - | - | - | - | - | - | 11 | - | - | - | - | - | 11 | - | - | - | - | | | |
| ARTHUR, Jean | 15 | 15 | 12 | 12 | 13 | 16 | 17 | 14 | - | - | - | 13 | 13 | 15 | 14 | - | - | | | |
| ASTAIRE, Fred | 16 | 14 | - | - | - | 15 | - | 18 | - | - | - | 20 | - | 22 | - | 26 | - | | | |
| AUMONT, Jean Pierre | - | - | - | - | 5 | 6 | - | 8 | - | - | - | - | - | 7 | - | - | - | | | |
| AUTRY, Gene | - | - | 10 | - | - | - | - | - | - | 13 | 13 | 12 | - | 11 | 13 | - | 15 | | | |
| AYRES, Lew | - | - | - | - | - | 7 | 9 | 11 | - | - | - | 8 | 11 | - | 10 | 10 | 12 | | | |
| BACALL, Lauren | 10 | 16 | 22 | 22 | 20 | 19 | - | 23 | - | - | - | 20 | 23 | - | 22 | 21 | 23 | | | |
| BALL, Lucille | - | - | - | - | - | - | 18 | 20 | - | - | 23 | 24 | 24 | - | 21 | 18 | 18 | | | |

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| BARRYMORE, Ethel | 10 | 9 | - | 10 | 11 | 12 | - | 11 | 10 | 12 | 15 | 15 | - | 14 | - | 13 | 16 | | | |
| BARRYMORE, Lionel | - | - | - | 24 | 21 | 20 | 20 | - | 19 | 19 | - | 18 | - | 20 | 21 | 24 | 27 | | | |
| BASEHART, Richard | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 5 | | | |
| BAXTER, Anne | 7 | 9 | 8 | - | 6 | - | - | - | 16 | 19 | - | 18 | 16 | 17 | - | - | - | | | |
| BEERY, Wallace | 18 | - | - | - | - | 18 | - | - | - | - | - | 18 | - | 21 | - | - | - | | | |
| BEL GEDDES, Barbara | - | - | - | - | - | 1 | - | 1 | 1 | 1 | 2 | 4 | 4 | - | 5 | 5 | 4 | | | |
| BELITA | - | - | - | - | - | 3 | - | - | - | - | - | - | 2 | - | - | - | - | | | |
| BENDIX, William | 18 | 19 | 19 | 16 | 15 | 19 | - | - | 25 | 28 | 31 | 32 | 34 | 34 | 35 | 33 | 34 | | | |
| BENNETT, Constance | - | - | - | - | - | - | - | - | - | - | - | - | - | 5 | - | - | - | | | |
| BENNETT, Joan | 8 | 11 | 9 | - | 11 | 12 | 14 | 15 | 13 | 15 | 17 | 18 | 19 | - | 18 | - | 15 | | | |

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| BENNY, Jack | 19 | 20 | 20 | 18 | 16 | - | - | - | - | - | - | - | 23 | - | - | 24 | - | | | |
| BERGEN & McCARTHY | 13 | 13 | 11 | - | - | - | 16 | - | 14 | 12 | - | - | 14 | - | 13 | - | - | | | |
| BERGMAN, Ingrid | 33 | 35 | 35 | 40 | 48 | 53 | 53 | 56 | 55 | 53 | 50 | 49 | 47 | 46 | 51 | 55 | 56 | | | |
| BEY, Turhan | 9 | - | - | - | - | - | - | 12 | - | - | - | - | 8 | - | - | - | - | | | |
| BICKFORD, Charles | - | - | - | - | - | - | - | - | 2 | - | 6 | - | - | 6 | - | - | 9 | | | |
| BLAIR, Janet | 6 | 7 | 6 | - | 7 | 8 | - | 9 | 10 | 10 | 12 | 12 | - | 11 | - | - | - | | | |
| BLONDELL, Joan | 8 | 9 | - | - | - | - | - | - | 9 | - | - | 14 | 11 | - | 10 | - | - | | | |
| BLYTH, Ann | - | - | - | - | - | - | 5 | 4 | - | - | 5 | 9 | 8 | 9 | 11 | 12 | 11 | | | |
| BOGART, Humphrey | 43 | 45 | 48 | 47 | 40 | 38 | 36 | 43 | 47 | 50 | 49 | 48 | 47 | 45 | 47 | 46 | 49 | | | |
| BOWMAN, Lee | 3 | 3 | - | 4 | 5 | - | 6 | 4 | - | 4 | 6 | - | - | 3 | - | - | - | | | |

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| BOYER, Charles | 21 | 19 | 19 | 16 | 15 | 17 | - | - | 16 | 16 | 16 | 17 | 19 | 17 | - | - | 17 | | | |
| BRACKEN, Eddie | 13 | 17 | 19 | 17 | 18 | - | - | - | 18 | - | - | - | 19 | - | 18 | - | - | | | |
| BREMER, Lucille | - | - | - | - | - | - | - | 3 | - | - | - | - | 4 | - | - | - | - | | | |
| BRENT, George | 9 | 11 | 10 | 12 | 13 | 14 | 16 | 17 | 15 | 14 | 15 | 16 | - | - | 14 | - | - | | | |
| BRITTON, Barbara | - | - | - | - | - | - | - | - | - | - | - | - | - | 5 | - | - | - | | | |
| BROMFIELD, John | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1 | - | | | |
| BROOKS, Hazel | - | - | - | - | - | - | - | - | - | - | 2 | - | - | - | 3 | - | - | | | |
| BROOKS, Leslie | - | - | - | - | - | - | - | - | 3 | - | - | - | 4 | - | - | - | - | | | |
| BRUCE, Nigel | - | - | - | - | - | - | - | - | - | 6 | - | - | - | 3 | - | - | - | | | |
| BUCHANAN, Edgar | - | - | - | - | 1 | - | - | - | - | - | - | 2 | - | - | - | - | - | | | |

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| BURNETTE, Smiley | - | - | - | - | 4 | - | - | - | - | - | - | - | - | 8 | - | - | - | | | |
| CAESAR, Sid | - | - | - | - | - | - | - | - | - | 3 | - | - | - | - | 3 | - | - | | | |
| CAGNEY, James | 32 | 31 | 30 | 27 | 26 | 27 | - | 29 | - | 34 | 33 | 33 | 33 | 32 | 32 | 32 | - | | | |
| CAGNEY, Jeanne | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 5 | - | | | |
| CALHERN, Louis | - | - | - | - | - | - | - | - | - | - | 2 | - | 3 | - | - | 3 | - | | | |
| CALHOUN, Rory | - | - | - | - | - | - | - | - | 1 | - | 2 | 4 | - | 5 | 6 | 4 | - | | | |
| CALVERT, Phyllis | - | - | - | - | 1 | - | 1 | 2 | - | - | - | - | 2 | - | - | - | - | | | |
| CAMERON, Rod | - | - | - | - | - | - | 6 | 7 | - | - | 6 | - | - | - | 9 | - | - | | | |
| CANOVA, Judy | - | - | - | - | 7 | - | - | - | - | - | - | - | - | 16 | - | - | - | | | |
| CANTOR, Eddie | 15 | 15 | 15 | 13 | 15 | - | 16 | - | - | 17 | - | - | 23 | - | 23 | - | - | | | |

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| CAREY, Macdonald | - | - | - | - | - | - | - | - | - | - | - | 3 | - | 3 | - | - | - | | | |
| CARMICHAEL, Hoagy | - | - | - | 12 | - | - | - | 15 | 17 | 17 | 19 | - | 21 | - | 20 | - | - | | | |
| CARROLL, Madeleine | - | - | - | - | - | - | - | - | - | - | - | - | 12 | - | 11 | - | - | | | |
| CARSON, Jack | 9 | 13 | 14 | 14 | - | - | - | - | - | - | - | 20 | - | 23 | - | 27 | - | | | |
| CARTER, Janis | - | - | - | - | - | - | - | 2 | - | 3 | 4 | 5 | 4 | - | - | - | - | | | |
| CAULFIELD, Joan | - | - | - | - | - | 3 | - | 6 | 7 | - | - | 18 | 21 | 20 | 20 | - | - | | | |
| CHAPLIN, Charles | - | - | - | - | - | - | - | - | - | - | - | 9 | - | - | 9 | - | - | | | |
| CHAPMAN, Marguerite | - | 2 | 1 | 1 | 2 | - | - | 2 | 4 | 3 | 4 | 5 | - | 5 | - | - | - | | | |
| CHARISSE, Cyd | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 7 | - | - | | | |
| CHEVALIER, Maurice | - | - | - | - | - | - | - | - | 2 | 2 | - | 5 | - | 2 | - | - | - | | | |

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| CLARK, Buddy | - | - | - | - | - | - | - | - | - | - | - | 6 | - | 5 | - | - | - | | | |
| CLARK, Dane | - | - | 15 | 18 | 19 | 19 | - | - | 19 | - | - | 25 | 25 | - | 21 | - | - | | | |
| CLIFT, Montgomery | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 24 | 29 | | | |
| COBB, Lee J. | - | - | - | - | - | - | - | - | - | - | - | - | - | 7 | - | 7 | 11 | | | |
| COBURN, Charles | 5 | 5 | 5 | 7 | 7 | 8 | - | - | - | 7 | - | 6 | 6 | - | 7 | - | - | | | |
| COCHRAN, Steve | - | - | - | - | 1 | - | 2 | 2 | 2 | 2 | - | - | 1 | - | - | - | - | | | |
| COLBERT, Claudette | 32 | 32 | 31 | 29 | 30 | 29 | 29 | 33 | 33 | 36 | 38 | 35 | 34 | - | 34 | 34 | 38 | | | |
| COLMAN, Ronald | 22 | 22 | 21 | 22 | 21 | 21 | - | 21 | 20 | 20 | 24 | 25 | 32 | 31 | - | 27 | - | | | |
| COLTON, Rita | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1 | | | |
| COMO, Perry | - | - | - | - | - | - | - | 15 | - | - | - | - | - | - | 12 | - | - | | | |

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
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| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| CONTE, Richard | - | - | - | - | 1 | 3 | - | - | - | - | - | 10 | 13 | - | 11 | - | - | | | |
| COOPER, Gary | 44 | 44 | 42 | 43 | 43 | 45 | 47 | 47 | 47 | 47 | 48 | 45 | 43 | 48 | 49 | 46 | 45 | | | |
| COOPER, Gladys | - | - | - | - | 2 | - | - | - | - | - | - | - | 2 | - | - | - | - | | | |
| COOPER, Jackie | - | - | - | - | - | - | - | - | - | - | - | 12 | - | - | 11 | - | - | | | |
| COOTE, Robert | - | - | - | - | - | - | - | - | - | - | ** | - | - | - | - | - | - | | | |
| CORBY, Ellen | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1 | | | |
| COREY, Wendell | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 4 | 4 | 5 | | | |
| COTTEN, Joseph | 29 | 29 | 30 | 32 | 35 | 30 | 30 | 33 | 34 | 39 | 38 | 39 | 36 | 39 | 39 | 37 | 35 | | | |
| COURTLAND, Jerome | - | - | - | - | - | - | - | - | 3 | 2 | 2 | - | - | - | - | - | - | | | |
| CRAIG, James | 11 | 12 | 9 | 12 | - | - | - | - | - | - | - | - | 11 | - | - | - | - | | | |

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| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
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| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| CRAIN, Jeanne | - | - | - | 10 | 14 | 17 | - | 24 | - | - | - | 26 | 26 | - | 26 | 31 | 30 | | | |
| CRAWFORD, Joan | 11 | - | - | 17 | 20 | 22 | - | 25 | 24 | 26 | 29 | 29 | 30 | 27 | - | 26 | 30 | | | |
| CRONYN, Hume | - | - | - | - | - | 2 | - | - | 4 | - | - | 7 | 6 | - | 4 | - | - | | | |
| CROSBY, Bing | 57 | 55 | 54 | 56 | 57 | 58 | 55 | 56 | 57 | 56 | 54 | 53 | 54 | 53 | 54 | 57 | 57 | | | |
| CROSET, Paule | - | - | - | - | - | - | - | - | - | ** | - | - | 2 | - | - | - | - | | | |
| CULVER, Roland | - | - | - | - | - | - | - | - | - | 1 | - | - | - | 1 | - | - | - | | | |
| CUMMINGS, Constance | - | - | - | 2 | 2 | 1 | - | - | - | - | - | - | - | 1 | - | - | - | | | |
| CUMMINGS, Robert | 6 | 6 | 6 | 10 | 11 | 13 | 17 | | - | 15 | - | 14 | 17 | - | 16 | - | 16 | | | |
| CUMMINS, Peggy | - | - | - | - | - | - | - | - | - | - | - | 10 | - | 9 | - | - | - | | | |
| DAILEY, Dan | - | - | - | - | - | - | - | - | - | - | - | 8 | 11 | 16 | 17 | 22 | 27 | | | |

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| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
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| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| DALL, John | - | - | - | - | - | - | 3 | - | 3 | 2 | - | - | 3 | - | 3 | - | - | | | |
| DARNELL, Linda | 10 | 11 | 10 | 11 | 12 | - | 18 | - | - | - | - | 18 | 18 | - | 19 | - | 22 | | | |
| DAVIS, Bette | 42 | 39 | 40 | 42 | 39 | 35 | 36 | 38 | 36 | 37 | 37 | 35 | 33 | 30 | 30 | 32 | 34 | | | |
| DAVIS, Joan | 15 | 15 | 16 | 17 | 20 | - | 19 | 20 | 18 | - | 18 | - | 20 | - | 20 | - | - | | | |
| DAY, Dennis | - | - | - | - | - | - | 6 | 7 | 9 | 11 | 9 | 14 | - | 15 | 13 | - | - | | | |
| DAY, Doris | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 11 | 13 | 11 | | | |
| DAY, Laraine | 16 | 16 | 16 | 16 | 16 | 15 | - | 16 | 18 | 21 | 21 | 22 | - | 21 | 20 | - | 16 | | | |
| DE CARLO, Yvonne | - | - | - | 4 | 5 | - | 9 | 7 | 10 | 10 | 11 | 13 | 13 | - | 14 | - | 14 | | | |
| DE CORDOVA, Arturo | 4 | 4 | 4 | - | 5 | - | - | 8 | - | - | - | - | - | 6 | - | - | - | | | |
| DE FORE, Don | - | - | ** | 4 | - | 3 | 7 | - | - | 10 | - | - | - | 7 | 6 | - | 5 | | | |

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| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
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| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| DE HAVEN, Gloria | 15 | 16 | 15 | 14 | - | 13 | - | 12 | - | - | - | - | - | 12 | - | - | - | | | |
| DE HAVILLAND, Olivia | 18 | 18 | 17 | 17 | 17 | - | 21 | 27 | 29 | 29 | 31 | 29 | 29 | 26 | 30 | 35 | 44 | | | |
| DE WOLFE, Billy | - | - | - | - | - | - | - | - | - | - | - | 22 | - | 21 | 19 | - | - | | | |
| DEL RIO, Dolores | - | - | - | - | - | - | - | - | - | 2 | - | - | - | 3 | - | - | - | | | |
| DEREK, John | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 5 | | | |
| DEVINE, Andy | - | - | - | - | 4 | - | - | - | - | 5 | - | - | - | 9 | - | - | - | | | |
| DICK, Douglas | - | - | - | - | - | - | 2 | - | - | - | - | - | - | - | 1 | - | - | | | |
| DIETRICH, Marlene | 8 | - | - | - | - | - | - | - | - | - | - | 9 | - | - | 14 | - | - | | | |
| DINNING SISTERS | - | - | - | - | - | - | - | - | - | - | 3 | - | - | - | - | - | - | | | |
| DONAT, Robert | - | - | - | 6 | - | - | 7 | - | - | - | - | - | - | 6 | - | - | - | | | |

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| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| DONLEVY, Brian | 11 | 11 | 10 | - | - | 9 | - | 10 | - | - | - | 17 | | 15 | | 13 | 12 | | | |
| DONNELL, Jeff | - | - | - | - | - | - | - | - | 2 | - | - | - | 2 | - | - | - | - | | | |
| DOUGLAS, Kirk | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | 5 | 5 | 8 | | | |
| DOUGLAS, Melvyn | - | - | - | - | - | - | - | 9 | - | 8 | 10 | 11 | - | 11 | 12 | - | - | | | |
| DRAKE, Alfred | - | 1 | 2 | - | 1 | - | - | - | - | - | - | - | - | 2 | - | - | - | | | |
| DRAKE, Betsy | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 3 | 4 | | | |
| DRAKE, Tom | - | - | 9 | - | 9 | 10 | 15 | - | 17 | - | 17 | - | - | 19 | 18 | - | - | | | |
| DREW, Ellen | - | - | 1 | - | 2 | - | - | - | - | 5 | 5 | 4 | - | 3 | - | - | - | | | |
| DUFF, Howard | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 5 | 6 | 8 | | | |
| DUNNE, Irene | 23 | 22 | 21 | 22 | 19 | - | 20 | - | 19 | 20 | 22 | 24 | - | 26 | 26 | 24 | 29 | | | |

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
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| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| DURANTE, Jimmy | - | - | - | 13 | 13 | 15 | - | 18 | - | - | - | 26 | 26 | - | 29 | - | - | | | |
| DURBIN, Deanna | 24 | 25 | 23 | 19 | 20 | - | 20 | 20 | 23 | 23 | 21 | 20 | 18 | 19 | 19 | - | - | | | |
| DURYEA, Dan | - | - | - | - | - | 2 | - | - | - | 8 | 11 | - | 10 | 9 | 11 | - | 12 | | | |
| DVORAK, Ann | - | - | - | - | - | - | - | - | 2 | - | - | - | - | 5 | - | - | - | | | |
| EDDY, Nelson | - | - | - | 14 | - | 17 | - | - | - | 15 | - | - | - | 13 | - | - | - | | | |
| EVANS, Joan | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 2 | 1 | 2 | | | |
| FAIRBANKS, Douglas, Jr. | - | - | - | 12 | 11 | 12 | 15 | 15 | 17 | 17 | 19 | 20 | 22 | - | 24 | - | - | | | |
| FAYE, Alice | 22 | 21 | 19 | 17 | 18 | - | - | - | - | - | - | 19 | 19 | - | - | - | - | | | |
| FERRER, Jose | - | - | - | - | - | - | - | - | - | - | - | - | - | 2 | - | 5 | 5 | | | |
| FITZGERALD, Barry | 12 | 15 | 14 | 14 | 19 | - | 18 | - | - | 21 | 25 | 29 | 30 | 30 | - | 33 | 32 | | | |

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
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| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| FITZGERALD, Geraldine | - | - | - | 5 | - | - | - | - | 5 | - | - | - | - | 10 | - | - | - | | | |
| FLEMING, Rhonda | - | - | - | - | - | - | ** | - | - | - | - | - | 1 | - | 1 | 1 | 1 | | | |
| FLYNN, Errol | 24 | 27 | 28 | 27 | 25 | 27 | - | 31 | - | - | 32 | 31 | - | 34 | 34 | 32 | 31 | | | |
| FOCH, Nina | - | - | - | - | 1 | - | - | - | 2 | - | 2 | - | 2 | - | 2 | - | 2 | | | |
| FONDA, Henry | - | - | 15 | - | 12 | - | 17 | - | 19 | 23 | 26 | 26 | - | 29 | - | 32 | - | | | |
| FONTAINE, Joan | 16 | 18 | 18 | 18 | 18 | 20 | 21 | 24 | 23 | 26 | 26 | 24 | 23 | 25 | 23 | 27 | 30 | | | |
| FORD, Glenn | - | - | - | - | 5 | 12 | 23 | 29 | 30 | 32 | 34 | 32 | - | 29 | 31 | 39 | 38 | | | |
| FOSTER, Preston | - | - | - | - | - | - | - | - | - | - | - | 9 | - | - | 9 | - | - | | | |
| FOSTER, Susanna | - | - | - | - | - | - | - | 10 | - | - | - | - | - | 9 | 6 | - | - | | | |
| FREEMAN, Mona | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 3 | - | - | | | |

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| GABLE, Clark | - | 43 | 43 | 42 | 43 | 43 | 41 | 41 | 39 | 38 | 40 | 39 | 39 | 42 | 43 | 42 | 44 | | | |
| GARBO, Greta | - | - | - | - | 7 | 8 | - | - | - | - | - | - | - | - | 10 | - | 10 | | | |
| GARDNER, Ava | - | - | - | - | - | - | - | 9 | 7 | 7 | 10 | 14 | 14 | 13 | 15 | 19 | 18 | | | |
| GARFIELD, John | 25 | 25 | 27 | 30 | 25 | 24 | 25 | - | 30 | 36 | 39 | 41 | 42 | 38 | 39 | 41 | 44 | | | |
| GARLAND, Judy | 35 | 37 | 36 | 35 | 37 | 37 | 34 | 31 | 31 | - | - | 24 | 29 | 30 | 31 | 34 | 34 | | | |
| GARNER, Peggy Ann | - | 4 | 6 | - | 8 | - | - | - | - | - | - | - | 7 | - | - | - | - | | | |
| GARSON, Greer | 44 | 44 | 44 | 47 | 49 | 45 | 42 | 43 | 40 | 38 | 36 | 34 | 33 | - | 32 | 33 | - | | | |
| GENN, Leo | - | - | - | - | - | - | - | - | - | - | 1 | - | - | 2 | - | 3 | 4 | | | |
| GLEASON, James | - | - | - | - | - | - | - | - | 5 | - | - | - | - | 7 | 7 | - | - | | | |
| GODDARD, Paulette | 23 | 22 | 22 | 21 | 20 | 25 | 24 | 25 | 23 | 26 | - | 31 | - | 32 | 32 | 28 | 24 | | | |

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
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| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| GOLDWYN GIRLS | - | - | - | - | - | - | - | - | - | - | 7 | - | - | - | 4 | - | - | | | |
| GOODMAN, Benny | - | - | - | - | - | - | - | - | - | - | 15 | - | - | - | 9 | - | - | | | |
| GORDON, Anita | - | - | - | - | - | - | ** | - | - | 1 | - | - | - | - | - | - | - | | | |
| GRABLE, Betty | 35 | 33 | 37 | 34 | 34 | 30 | 30 | 33 | 33 | 33 | 35 | 37 | 35 | 35 | 32 | 34 | 37 | | | |
| GRAHAME, Gloria | - | - | - | - | - | - | - | - | - | - | 2 | - | 2 | - | 2 | 1 | - | | | |
| GRANGER, Farley | - | - | - | - | - | - | - | - | 2 | - | 2 | - | 3 | - | 3 | 4 | 5 | | | |
| GRANGER, Stewart | - | - | - | - | 1 | 1 | 1 | - | - | - | - | - | - | 5 | - | - | - | | | |
| GRANT, Cary | 46 | 45 | 44 | 42 | 38 | 37 | 44 | 44 | 46 | 46 | 46 | 46 | 46 | 46 | 46 | 51 | 51 | | | |
| GRANVILLE, Bonita | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 5 | - | - | | | |
| GRAY, Coleen | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 3 | - | - | | | |

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| GRAYSON, Kathryn | - | - | - | - | - | 19 | 20 | - | 19 | - | - | 21 | 17 | 17 | - | - | 17 | | | |
| GREENE, Richard | - | - | - | - | - | - | - | - | - | - | - | 8 | - | 6 | - | - | - | | | |
| GREENSTREET, Sydney | - | - | - | - | - | - | - | - | - | - | - | - | - | 20 | - | - | - | | | |
| GREER, Jane | - | - | - | - | - | - | 2 | 2 | 3 | 4 | 5 | 5 | - | 5 | 6 | 5 | 5 | | | |
| GWENN, Edmund | - | - | - | - | - | - | - | - | - | - | - | - | - | 2 | 2 | 6 | 6 | | | |
| HALE, Barbara | - | - | - | 1 | 2 | 2 | 2 | - | 5 | 5 | 4 | - | 5 | - | 4 | - | - | | | |
| HALL, Jon | - | - | - | - | 7 | 9 | 10 | 9 | - | - | - | - | - | 11 | - | - | - | | | |
| HARDING, Ann | - | - | - | - | 5 | - | - | - | - | - | - | - | - | 3 | - | - | - | | | |
| HARDWICKE, Sir Cedric | - | - | - | - | 3 | - | - | - | - | 5 | - | - | - | 3 | - | - | - | | | |
| HARRISON, Rex | - | - | - | 1 | 1 | 2 | 6 | - | - | - | - | 23 | - | 21 | 18 | 16 | - | | | |

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| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| HASSO, Signe | 6 | - | - | 4 | 3 | - | - | - | 4 | - | 3 | - | 4 | - | - | - | - | | | |
| HAVER, June | - | - | - | - | 12 | 16 | - | 17 | - | - | - | 16 | 20 | - | 19 | - | 18 | | | |
| HAVOC, June | - | - | - | - | - | - | - | - | - | - | - | - | - | 10 | 8 | - | - | | | |
| HAYDN, Richard | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 5 | - | - | | | |
| HAYES, Peter Lind | - | - | - | - | - | - | - | 2 | - | 3 | - | - | 5 | - | - | - | - | | | |
| HAYMES, Dick | 10 | 9 | 13 | 15 | - | 22 | - | | 25 | - | 27 | 25 | 25 | - | 22 | - | - | | | |
| HAYWARD, Louis | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 11 | - | - | | | |
| HAYWARD, Susan | - | - | 12 | - | 10 | - | 14 | 14 | 15 | 19 | 24 | 24 | 26 | 25 | 26 | 24 | 23 | | | |
| HAYWORTH, Rita | 22 | 22 | 26 | 24 | 23 | 29 | 34 | 37 | 36 | 36 | 38 | 37 | 33 | 38 | 39 | 38 | 38 | | | |
| HEFLIN, Van | - | - | - | 8 | - | 9 | 12 | 16 | - | 19 | 24 | 24 | 24 | 22 | 27 | 27 | 30 | | | |

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| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| HENDRIX, Wanda | - | - | - | - | - | - | - | - | - | - | - | 4 | 3 | - | 4 | - | 6 | | | |
| HENIE, Sonja | 20 | 19 | 17 | 17 | 19 | - | - | - | - | - | - | 16 | - | 16 | - | - | - | | | |
| HENREID, Paul | 17 | 17 | 16 | 14 | 16 | 15 | 18 | - | - | - | 18 | 18 | - | 16 | - | - | - | | | |
| HEPBURN, Katharine | 20 | 20 | 21 | 19 | 19 | 17 | 17 | - | 19 | - | - | 21 | - | 22 | - | 22 | - | | | |
| HODIAK, John | 13 | 17 | 17 | 17 | 20 | 22 | 21 | - | - | - | - | 24 | - | 22 | 22 | - | - | | | |
| HOLDEN, William | - | - | - | - | 4 | - | - | - | 5 | 5 | 10 | 11 | - | 9 | 11 | 13 | 16 | | | |
| HOLM, Celeste | - | - | - | - | - | - | - | - | - | - | - | - | - | 5 | 6 | - | 8 | | | |
| HOMOLKA, Oscar | - | - | - | - | - | - | - | - | - | - | - | - | - | 4 | - | 2 | 2 | | | |
| HOPE, Bob | 48 | 49 | 46 | 46 | 42 | 44 | 44 | 44 | 46 | 45 | 45 | 48 | 47 | 46 | 47 | 50 | 52 | | | |
| HORTON, Edward Everett | - | - | - | - | - | - | - | - | - | - | - | 7 | - | 6 | - | - | - | | | |

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
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| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| HUNT, Marsha | - | - | - | - | - | - | - | 6 | - | - | - | - | - | 10 | - | - | - | | | |
| HUSTON, Walter | - | 9 | - | 9 | - | 8 | - | - | - | - | - | - | 15 | - | 15 | - | 19 | | | |
| HUTTON, Betty | 26 | 27 | 28 | 29 | 33 | 37 | 36 | 36 | - | 36 | 37 | 35 | - | 36 | 35 | 35 | 32 | | | |
| HUTTON, Robert | - | - | - | - | - | - | - | - | 8 | - | - | - | 9 | - | 9 | - | 8 | | | |
| IVES, Burl | - | - | - | - | 2 | - | 4 | 5 | - | 6 | - | 5 | - | - | - | - | - | | | |
| JARMAN, Claude, Jr. | - | - | - | - | - | - | - | - | - | - | 8 | 8 | - | - | - | - | - | | | |
| JEFFREYS, Anne | - | - | - | - | - | - | - | 2 | 2 | - | - | - | 4 | - | 3 | - | - | | | |
| JENKINS, Jack "Butch" | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 17 | - | | | |
| JERGENS, Adele | - | - | - | - | 1 | - | 1 | - | - | - | - | - | 1 | - | - | - | - | | | |
| JOHNSON, Celia | - | - | - | - | - | - | - | - | 2 | - | - | - | ** | - | - | - | - | | | |

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| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
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| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| JOHNSON, Van | 41 | 43 | 45 | 46 | 47 | 44 | 38 | 36 | 33 | - | 31 | 30 | 32 | 32 | 32 | 31 | 32 | | | |
| JOLSON, Al | 7 | 6 | 6 | - | 6 | - | 8 | - | - | - | - | 34 | 33 | - | 30 | 31 | 31 | | | |
| JONES, Jennifer | 18 | 22 | 21 | 25 | 30 | 34 | 31 | 35 | 35 | 37 | 36 | 39 | 35 | 34 | 33 | 33 | 38 | | | |
| JOURDAN, Louis | - | - | - | - | - | - | - | - | - | - | - | 3 | - | - | - | - | - | | | |
| KARLOFF, Boris | - | - | - | 13 | - | - | - | 15 | - | - | 12 | - | - | 15 | - | - | - | | | |
| KAYE, Danny | 21 | 22 | 23 | 26 | 29 | 25 | 27 | 30 | 32 | 32 | 32 | 37 | 34 | - | 35 | 39 | 41 | | | |
| KELLAWAY, Cecil | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1 | | | |
| KELLY, Gene | 22 | 21 | 21 | 24 | 26 | 23 | 25 | - | - | 27 | - | 31 | 33 | 33 | 34 | 37 | - | | | |
| KERR, Deborah | - | - | - | - | - | - | 3 | - | - | - | - | 14 | 14 | - | - | - | - | | | |
| KEYES, Evelyn | - | 1 | 3 | 3 | 3 | 4 | 5 | - | 8 | 12 | 13 | 12 | 10 | - | 10 | 8 | 7 | | | |

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
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| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| KILBRIDE, Percy | - | - | - | - | - | - | - | - | - | 3 | - | - | 1 | - | - | - | - | | | |
| KING, Andrea | - | - | - | - | - | - | - | - | - | - | - | 2 | 1 | - | - | - | - | | | |
| KINGS MEN | - | - | - | - | - | - | - | - | - | - | 6 | - | - | - | - | - | - | | | |
| KNOWLES, Patric | - | - | - | - | - | - | - | - | 2 | - | - | - | 2 | - | - | - | - | | | |
| KNOX, Alexander | 3 | 2 | 4 | 6 | 6 | 5 | 5 | 6 | 5 | 4 | 4 | - | - | 3 | - | - | - | | | |
| KORVIN, Charles | - | - | - | - | - | - | 3 | 3 | 3 | - | - | - | 4 | - | - | - | - | | | |
| LADD, Alan | 37 | 42 | 44 | 42 | 39 | 42 | 46 | 46 | 48 | 52 | 50 | 50 | 47 | 48 | 49 | 48 | 48 | | | |
| LAKE, Arthur | - | - | - | - | - | - | - | - | - | - | - | 7 | - | - | - | - | - | | | |
| LAKE, Veronica | - | 11 | 10 | 13 | 12 | 13 | - | 13 | - | 15 | 16 | 14 | - | 1[illegible] | 14 | - | - | | | |
| LAMARR, Hedy | 19 | 22 | 22 | 21 | 21 | 21 | 22 | - | 24 | - | - | 28 | - | 23 | - | 23 | - | | | |

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| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| LAMOUR, Dorothy | 16 | 17 | 18 | 16 | 17 | 20 | 21 | 22 | 23 | 26 | - | 23 | 23 | - | 21 | - | 19 | | | |
| LANCASTER, Burt | - | - | - | - | - | - | - | - | 6 | 6 | 12 | 17 | 24 | 28 | - | 38 | 42 | | | |
| LANDIS, Carole | - | 8 | 8 | - | 8 | - | 11 | - | - | - | - | - | 11 | - | - | - | - | | | |
| LANGFORD, Frances | - | - | - | - | 8 | - | - | - | - | - | 11 | 12 | - | 11 | 9 | - | - | | | |
| LANSBURY, Angela | - | - | - | - | - | 2 | - | - | - | - | - | 3 | 2 | - | 3 | 4 | 3 | | | |
| LAUGHTON, Charles | 12 | 12 | 11 | 11 | 12 | - | 14 | - | - | 10 | 12 | 13 | - | 13 | 17 | - | - | | | |
| LAWFORD, Peter | - | - | - | - | - | 10 | 12 | - | - | - | - | 21 | - | 22 | 24 | 22 | 21 | | | |
| LEIGH, Vivien | - | - | - | 16 | 14 | 14 | - | - | - | - | - | - | 17 | - | - | - | 20 | | | |
| LESLIE, Joan | - | 14 | 15 | 15 | 15 | - | - | - | - | - | - | - | 19 | - | - | 13 | 8 | | | |
| LEVANT, Oscar | - | - | - | - | - | - | - | - | - | - | - | - | - | 14 | - | - | - | | | |

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| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| LINDSAY, Margaret | - | - | - | - | - | - | - | - | - | 2 | - | - | - | - | - | - | - | | | |
| LOCKHART, Gene | - | - | - | - | - | - | - | - | - | - | - | - | - | 3 | - | - | - | | | |
| LOCKWOOD, Margaret | - | - | - | - | 1 | - | 2 | - | - | - | - | - | - | 3 | - | - | - | | | |
| LONG, Richard | - | - | - | - | - | - | - | - | - | 2 | - | - | 3 | - | - | - | - | | | |
| LOUISE, Anita | - | - | 2 | - | 4 | - | - | - | - | - | - | - | 2 | - | - | - | - | | | |
| LOY, Myrna | - | - | 11 | 12 | 12 | 13 | 16 | 14 | 12 | - | 17 | 17 | - | 19 | 21 | - | 19 | | | |
| LUKAS, Paul | 13 | 15 | 12 | 11 | 9 | - | 10 | 8 | 8 | 8 | - | - | 12 | - | - | 9 | 10 | | | |
| LUND, John | - | - | - | - | - | - | - | - | - | - | - | - | - | 9 | 10 | 12 | 15 | | | |
| LUPINO, Ida | 13 | 12 | 13 | 13 | - | 16 | 18 | 17 | - | 18 | - | 21 | - | 21 | 21 | 20 | - | | | |
| LYNN, Diana | 8 | 6 | 7 | - | 8 | - | 12 | - | - | - | - | - | 9 | - | 10 | 11 | 9 | | | |

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| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| LYNN, Jeffrey | - | - | - | - | - | - | - | - | - | - | 5 | - | 4 | - | - | 4 | 4 | | | |
| MAC DONALD, Jeanette | - | - | - | 14 | - | - | - | - | - | - | - | - | 17 | - | 16 | - | - | | | |
| MAC MURRAY, Fred | 26 | 25 | 29 | 29 | 29 | 28 | 25 | 29 | 29 | 30 | 31 | 31 | - | 32 | 32 | 29 | - | | | |
| MAC READY, George | - | - | - | - | - | - | - | - | 1 | - | 1 | - | - | - | - | - | - | | | |
| MADISON, Guy | - | - | - | 5 | 6 | 9 | 17 | 20 | 21 | 24 | 23 | 21 | - | 20 | 18 | 18 | 19 | | | |
| MAIN, Marjorie | - | - | - | - | - | - | - | - | 9 | 10 | 11 | - | 9 | - | - | - | - | | | |
| MARCH, Fredric | 12 | 17 | 16 | 14 | 12 | 13 | 13 | - | 16 | 19 | 21 | 18 | 18 | 16 | 18 | - | - | | | |
| MARSHAL, Alan | 5 | 4 | 4 | - | 4 | - | - | - | - | - | - | 3 | - | - | - | - | - | | | |
| MARSHALL, Herbert | 8 | 9 | 10 | - | 7 | - | 9 | - | 11 | 12 | - | - | 13 | - | - | - | - | | | |
| MARTIN, Dean & LEWIS, Jerry | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 4 | - | - | | | |

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| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| MARTIN, Freddy & Orchestra | - | - | - | - | - | - | - | - | - | - | 12 | - | - | - | - | - | - | | | |
| MARTIN, Tony | - | - | - | - | - | - | - | - | - | - | 9 | - | - | 13 | 14 | 15 | 14 | | | |
| MARX BROTHERS | - | - | - | - | - | - | - | - | - | - | 16 | - | - | 18 | 21 | 23 | 25 | | | |
| MASON, James | - | - | - | - | 1 | 4 | 7 | 10 | - | - | 19 | 20 | - | 15 | - | 19 | 19 | | | |
| MASSEY, Raymond | - | 8 | - | - | - | - | 10 | 11 | - | 10 | - | - | 12 | - | - | - | - | | | |
| MATURE, Victor | - | - | - | - | - | 7 | 10 | 10 | 12 | - | - | 16 | - | 16 | - | 17 | 17 | | | |
| MAYO, Virginia | 2 | 2 | 3 | - | 3 | 4 | 7 | 9 | 11 | 12 | 14 | 16 | - | 16 | - | 16 | 15 | | | |
| MC ALLISTER, Lon | 13 | 12 | - | 12 | - | - | - | 7 | - | - | - | - | - | 15 | - | 12 | 12 | | | |
| MC CREA, Joel | 10 | 9 | 9 | - | 10 | - | - | 16 | - | 13 | 13 | 13 | - | 13 | - | 11 | 12 | | | |
| MC DONALD, Marie | - | - | - | - | - | - | - | - | - | - | - | 7 | - | - | - | - | 5 | | | |

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| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| MC DOWALL, Roddy | 10 | 10 | 11 | 12 | - | - | 12 | - | - | - | - | - | 11 | - | - | - | 7 | | | |
| MC GUIRE, Dorothy | 7 | 10 | 10 | 11 | 12 | 15 | - | 24 | 25 | 23 | - | 21 | 23 | 21 | 19 | 18 | - | | | |
| MC LAGLEN, Victor | - | - | - | - | - | - | - | - | - | - | - | 8 | - | - | - | - | - | | | |
| MELCHIOR, Lauritz | - | - | - | - | - | 11 | - | - | - | - | - | - | - | 12 | - | - | - | | | |
| MENJOU, Adolphe | - | - | - | - | 4 | - | - | - | - | - | - | 6 | - | 6 | - | - | - | | | |
| MEREDITH, Burgess | - | 6 | 7 | 8 | 8 | - | - | 8 | - | 7 | - | - | - | 8 | - | - | - | | | |
| MILLAND, Ray | 19 | 19 | 20 | 20 | 25 | 34 | 36 | 37 | 37 | 37 | 36 | 37 | 38 | 40 | - | 37 | 38 | | | |
| MILLER, Ann | - | 7 | 4 | - | 4 | - | 6 | - | - | - | - | - | 5 | - | 7 | - | - | | | |
| MILLER, Kristine | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1 | - | | | |
| MILLS, John | - | - | - | - | 1 | - | - | - | 1 | 1 | 2 | - | - | 2 | - | - | - | | | |

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| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| MITCHELL, Thomas | - | - | - | 6 | 6 | 8 | - | - | - | - | - | - | 15 | - | - | - | - | | | |
| MITCHUM, Robert | - | - | 3 | 3 | 5 | 6 | 9 | 14 | 21 | 29 | 33 | 37 | 36 | 37 | 36 | 39 | 41 | | | |
| MONTALBAN, Ricardo | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 3 | - | | | |
| MONTEZ, Maria | 10 | 11 | - | 10 | 8 | - | - | 8 | 10 | 10 | - | 10 | - | 9 | - | 9 | - | | | |
| MONTGOMERY, George | - | - | - | - | - | - | - | - | - | - | - | - | - | 15 | - | - | - | | | |
| MONTGOMERY, Robert | - | - | 16 | 17 | 19 | 20 | 20 | - | 21 | 19 | 21 | 24 | 26 | 22 | - | 24 | 27 | | | |
| MOORE, Terry | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 3 | 3 | | | |
| MOOREHEAD, Agnes | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 8 | | | |
| MORAN, Dolores | - | - | - | - | - | - | - | - | 2 | 2 | - | - | ** | - | - | - | - | | | |
| MORGAN, Dennis | 17 | 21 | 27 | 25 | 23 | 23 | - | - | - | - | - | 24 | - | 29 | - | 30 | - | | | |

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| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
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| MORGAN, Frank | - | - | - | - | 10 | - | - | - | - | - | - | - | 14 | - | - | 11 | 10 | | | |
| MORGAN, Henry | - | - | - | - | - | - | - | - | - | - | 9 | 11 | - | 12 | 13 | - | - | | | |
| MUNI, Paul | 18 | 20 | 18 | 19 | 18 | 15 | - | 16 | - | - | - | - | 23 | - | - | 21 | - | | | |
| MURPHY, George | 16 | 14 | 12 | 12 | 11 | - | - | 12 | - | 13 | - | 16 | - | 15 | - | 12 | - | | | |
| NEAGLE, Anna | - | - | - | - | 1 | - | - | - | - | - | - | - | 3 | - | - | - | - | | | |
| NEAL, Tom | - | - | - | - | 4 | - | - | - | - | - | - | - | 2 | - | - | 2 | - | | | |
| NIVEN, David | - | - | - | 6 | 5 | 7 | 7 | 7 | 7 | - | 9 | 13 | 15 | - | 13 | 12 | 12 | | | |
| OBERON, Merle | 10 | 12 | 11 | 12 | 12 | - | 14 | - | - | 11 | 11 | 12 | 12 | - | 10 | - | - | | | |
| O'BRIEN, Edmond | - | - | - | - | - | - | - | 1 | - | 2 | 4 | 5 | 4 | - | 4 | - | - | | | |
| O'BRIEN, Margaret | 22 | 29 | 30 | 32 | 34 | 34 | 31 | 30 | 30 | 27 | 24 | 21 | 23 | - | 22 | - | - | | | |

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| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| O'BRIEN, Pat | 26 | 26 | 27 | 23 | 24 | 23 | 23 | 24 | 24 | - | 24 | 24 | 24 | - | 28 | 29 | 27 | | | |
| O'CONNOR, Donald | - | - | - | - | - | - | 13 | 11 | 13 | 14 | 15 | 14 | 15 | - | 16 | 16 | 15 | | | |
| O'DONNELL, Cathy | - | - | - | - | - | - | - | - | 2 | - | 3 | - | 3 | - | 3 | 3 | 3 | | | |
| O'HARA, Maureen | 9 | 10 | 8 | 10 | 14 | 16 | 20 | 21 | 21 | 24 | - | 27 | 25 | - | 23 | - | - | | | |
| O'KEEFE, Dennis | 9 | - | - | - | - | 11 | - | - | - | - | - | - | 18 | - | 17 | 20 | 21 | | | |
| OLIVIER, Laurence | - | - | - | 9 | 8 | 10 | 12 | 14 | 14 | - | 12 | - | - | 13 | - | 21 | 26 | | | |
| O'SULLIVAN, Maureen | - | - | - | - | - | - | - | - | - | - | - | - | - | 12 | - | 11 | 10 | | | |
| PAIGE, Janis | - | - | - | - | - | - | - | - | - | - | - | 9 | 7 | - | - | - | - | | | |
| PALMER, Lilli | - | - | - | - | - | - | - | - | - | - | 7 | 8 | 8 | - | - | - | - | | | |
| PARKER, Eleanor | - | - | - | - | - | - | - | - | - | - | - | - | - | 6 | 7 | 6 | - | | | |

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| PARKER, Willard | - | - | - | - | 1 | - | - | - | 3 | - | - | - | - | 2 | - | - | - | | | |
| PARKS, Larry | - | - | - | - | 2 | 1 | - | 6 | 17 | 22 | 29 | 29 | 32 | 34 | 30 | 29 | 28 | | | |
| PATRICK, Gail | - | - | - | - | - | - | - | - | - | - | - | - | - | 4 | - | - | - | | | |
| PAXINOU, Katina | - | - | - | - | - | - | - | - | - | 2 | - | - | - | - | - | - | - | | | |
| PAYNE, John | - | - | - | - | 25 | 22 | - | - | 23 | - | 24 | 24 | - | 23 | 23 | - | 21 | | | |
| PECK, Gregory | 8 | 17 | 23 | 27 | 34 | 37 | 42 | 45 | 45 | 49 | 50 | 50 | 49 | 48 | 49 | 50 | 50 | | | |
| PERREAU, Gigi | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 1 | 2 | 2 | | | |
| PETERS, Jean | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 5 | - | - | | | |
| PETERS, Susan | - | - | - | - | - | - | - | - | - | - | 18 | 17 | 20 | - | - | - | - | | | |
| PIDGEON, Walter | 38 | 33 | 33 | 37 | 40 | 33 | 28 | 32 | 34 | 36 | 35 | 33 | 36 | 34 | - | 35 | 36 | | | |

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| PLATT, Marc | - | 2 | 3 | 3 | 2 | 1 | - | - | 2 | 2 | 3 | 4 | - | 3 | - | - | - | | | |
| POWELL, Dick | 10 | 12 | 15 | 13 | 13 | 14 | 16 | 19 | 21 | 24 | 22 | 22 | 24 | - | 27 | 28 | 30 | | | |
| POWELL, Jane | - | - | - | - | - | - | 9 | - | - | - | - | - | 14 | 15 | 18 | - | - | | | |
| POWELL, William | 15 | 17 | 17 | - | - | 18 | - | 16 | - | 14 | 18 | 18 | 20 | - | 18 | - | - | | | |
| POWER, Tyrone | - | 29 | - | - | 29 | 31 | 34 | 39 | 41 | 42 | 41 | 44 | 42 | - | 43 | 41 | 39 | | | |
| PRESTON, Robert | - | - | - | - | - | - | 8 | 7 | - | 7 | - | - | - | 10 | - | 8 | 7 | | | |
| PRICE, Vincent | - | - | - | - | - | 9 | - | - | 9 | 10 | 12 | - | - | 11 | - | - | - | | | |
| QUINN, Anthony | - | - | - | - | 3 | - | - | - | - | - | - | - | - | 9 | - | - | - | | | |
| RAFT, George | 17 | 17 | 18 | 19 | 21 | 21 | 21 | 24 | 24 | 24 | - | 26 | 26 | - | 29 | 30 | 29 | | | |
| RAINES, Ella | 5 | 5 | 5 | 6 | 7 | 7 | 10 | 10 | 10 | 9 | 11 | 10 | 9 | - | - | - | - | | | |

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
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| RAINS, Claude | - | - | - | 10 | 10 | 11 | - | 17 | - | - | | 22 | - | 18 | - | - | - | | | |
| RANDELL, Ron | - | - | - | - | - | - | - | - | - | - | 1 | - | - | 2 | 3 | - | - | | | |
| RATHBONE, Basil | - | - | - | - | 7 | 9 | - | - | - | - | - | - | - | 14 | - | - | 13 | | | |
| RAYE, Martha | - | - | - | - | - | - | - | - | - | - | - | 10 | - | - | - | - | - | | | |
| RAYMOND, Gene | - | - | - | - | 4 | - | - | 5 | - | - | - | - | - | 4 | - | - | - | | | |
| REAGAN, Ronald | - | - | - | - | - | - | - | 20 | - | - | - | 30 | 29 | - | 26 | 25 | - | | | |
| REDGRAVE, Michael | - | - | - | - | 1 | - | 1 | - | 2 | - | 2 | - | 4 | - | - | - | - | | | |
| REED, Donna | - | - | - | - | - | - | 6 | - | 8 | - | - | - | 10 | - | 9 | - | - | | | |
| REED, Philip | - | - | - | - | - | - | - | - | 2 | - | - | 2 | 3 | - | - | - | - | | | |
| RICHARDSON, Ralph | - | - | - | - | - | - | - | - | - | - | - | - | - | 1 | - | - | - | | | |

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| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| ROBINSON, Edward G. | 23 | 23 | 21 | 19 | 20 | 20 | - | 23 | - | 25 | 27 | 25 | 26 | 29 | - | 32 | 32 | | | |
| ROGERS, Ginger | 30 | 32 | 31 | 32 | 31 | 32 | 30 | 32 | 34 | 32 | 31 | 30 | 28 | - | 23 | 23 | 26 | | | |
| ROGERS, Roy | - | - | - | - | 7 | - | - | - | 16 | 16 | 15 | 13 | 13 | - | - | 17 | - | | | |
| ROMERO, Cesar | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 12 | - | - | | | |
| ROONEY, Mickey | 27 | 28 | 29 | - | - | 22 | 22 | - | - | - | - | 24 | 26 | - | 24 | - | 27 | | | |
| RUSSELL, Andy | - | - | - | 5 | 5 | 7 | - | - | - | - | - | - | 12 | - | - | - | - | | | |
| RUSSELL, Gail | 3 | 4 | - | - | - | - | - | - | - | - | - | 13 | 14 | - | 12 | - | - | | | |
| RUSSELL, Jane | - | - | - | - | 5 | 11 | 16 | - | 17 | - | - | 18 | 18 | - | 18 | 20 | 21 | | | |
| RUSSELL, Rosalind | 23 | 21 | 21 | 21 | 23 | 23 | 24 | 29 | 27 | 25 | 25 | 28 | 28 | - | 26 | 25 | 26 | | | |
| RYAN, Robert | - | - | - | - | 2 | - | 2 | 2 | - | 2 | 6 | 8 | 12 | 10 | 10 | 8 | 9 | | | |

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| SANDERS, George | 13 | 12 | 12 | 12 | - | - | 15 | 17 | - | 15 | - | 14 | - | 14 | - | - | - | | | |
| SCOTT, Lizabeth | - | - | 2 | 8 | 12 | 13 | 17 | 20 | - | 20 | 22 | 24 | 27 | - | 27 | 27 | 28 | | | |
| SCOTT, Martha | - | - | - | - | - | - | 7 | - | - | - | - | 7 | - | 5 | - | - | - | | | |
| SCOTT, Randolph | 14 | 15 | 16 | 13 | 15 | 19 | 20 | 18 | 20 | 20 | 22 | 23 | 27 | 29 | - | 31 | 29 | | | |
| SCOTT, Zachary | - | 3 | - | - | - | 9 | - | - | - | - | - | 16 | 18 | - | - | - | - | | | |
| SHERIDAN, Ann | 23 | 23 | 23 | 22 | 21 | 23 | - | - | - | 29 | 34 | 30 | 29 | 29 | - | 26 | 24 | | | |
| SHIRLEY, Anne | 6 | 5 | 5 | 7 | 7 | - | - | - | - | - | - | - | 7 | - | - | - | - | | | |
| SHORE, Dinah | 14 | 15 | 16 | 15 | 15 | 15 | - | - | 17 | 17 | - | - | 14 | - | - | - | - | | | |
| SIDNEY, Sylvia | - | - | - | 7 | - | 7 | 8 | 10 | - | - | - | 8 | - | - | - | - | - | | | |
| SIMMONS, Jean | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | 1 | - | 1 | | | |

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| SINATRA, Frank | 19 | 15 | 12 | 15 | 20 | 21 | - | 22 | - | 23 | 23 | 23 | 20 | 18 | 16 | 16 | - | | | |
| SINGLETON, Penny | - | - | - | - | - | - | - | - | - | - | - | 10 | 11 | - | - | - | - | | | |
| SKELTON, Red | - | - | - | 22 | - | 31 | 30 | 32 | 32 | - | - | 27 | 32 | 32 | 33 | 37 | 36 | | | |
| SLEZAK, Walter | - | - | - | 2 | 2 | - | 3 | 4 | 4 | - | - | - | - | - | - | - | - | | | |
| SMITH, Alexis | 4 | - | - | - | - | - | - | - | - | - | 17 | - | 16 | - | - | 10 | 9 | | | |
| SMITH, Kent | - | - | - | - | 1 | - | - | - | - | 4 | - | - | - | 2 | - | - | - | | | |
| SONS OF THE PIONEERS | - | - | - | - | - | - | - | - | - | - | - | 8 | 8 | - | - | - | - | | | |
| SOTHERN, Ann | 14 | 16 | 15 | 15 | 19 | - | 21 | - | 18 | 18 | - | 18 | 19 | - | 20 | - | 20 | | | |
| STACK, Robert | - | - | - | - | - | - | - | - | 3 | - | - | - | - | - | 4 | - | - | | | |
| STAFFORD, Jo | - | - | - | - | 5 | 5 | - | - | - | - | - | - | - | 8 | - | 8 | - | | | |

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| STANWYCK, Barbara | 20 | 22 | 25 | 25 | 27 | 26 | 26 | 30 | 32 | 36 | 38 | 34 | 36 | 34 | 36 | 32 | 32 | | | |
| STARRETT, Charles | - | - | - | - | - | - | - | - | - | - | 6 | 5 | - | - | - | - | - | | | |
| STEVENS, Mark | - | - | - | - | 1 | 6 | - | 10 | 13 | - | - | 15 | 10 | 12 | 14 | 16 | 19 | | | |
| STEWART, James | - | 29 | - | 33 | 33 | - | 27 | 31 | 35 | 35 | 37 | 34 | 42 | 39 | 41 | 45 | 45 | | | |
| STOCKWELL, Dean | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 4 | 3 | 5 | | | |
| STONE, Lewis | - | - | - | - | - | - | 6 | - | - | - | - | - | - | 5 | - | - | - | | | |
| STORM, Gale | - | - | - | - | - | 4 | - | - | - | - | - | - | - | 5 | - | - | - | | | |
| SULLIVAN, Barry | - | - | - | - | - | 4 | - | 5 | - | - | - | - | - | 6 | - | - | - | | | |
| TAMIROFF, Akim | - | - | - | - | - | - | - | - | 6 | - | - | - | - | 7 | - | - | - | | | |
| TAYLOR, Elizabeth | - | 4 | - | - | - | - | - | 12 | - | - | - | 22 | 17 | 19 | 23 | 22 | 28 | | | |

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| TAYLOR, Robert | - | 31 | - | - | 30 | - | 24 | 30 | - | 28 | - | 30 | 33 | 32 | 31 | 28 | 31 | | | |
| TEMPLE, Shirley | 17 | 21 | 19 | 21 | 24 | 24 | 24 | 24 | 24 | 24 | 24 | 26 | 27 | 29 | 29 | 28 | 26 | | | |
| TETZEL, Joan | - | - | - | - | - | 1 | - | - | - | - | - | - | 1 | - | - | 1 | - | | | |
| THOMAS, Danny | - | - | - | - | - | - | - | - | - | - | - | - | - | 7 | - | - | - | | | |
| THOMPSON, Marshall | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 2 | - | - | | | |
| TIERNEY, Gene | 15 | 17 | 19 | 19 | 23 | 32 | 30 | 34 | 34 | 33 | 32 | 33 | 29 | 31 | 28 | 27 | 26 | | | |
| TIERNEY, Lawrence | - | - | - | - | 2 | - | 3 | 3 | 4 | 4 | - | 7 | - | 7 | - | - | - | | | |
| TODD, Ann E. | - | - | - | - | 3 | 3 | 4 | - | - | - | 6 | - | 5 | - | - | - | - | | | |
| TONE, Franchot | - | 15 | 15 | 13 | 12 | - | 13 | - | 13 | 11 | 13 | 14 | - | 15 | - | - | - | | | |
| TORME, Mel | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 6 | - | | | |

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| TOTTER, Audrey | - | - | - | - | - | - | 1 | - | - | - | - | - | 8 | 6 | 5 | - | - | | | |
| TRACY, Spencer | 51 | 52 | 52 | 50 | 44 | 43 | 42 | 39 | 41 | 43 | 44 | 45 | 42 | 46 | 44 | 43 | 44 | | | |
| TRAVERS, Henry | - | - | - | - | - | - | - | - | 1 | - | - | - | - | - | - | - | - | | | |
| TREVOR, Claire | - | 5 | 4 | 5 | 5 | - | - | 7 | 7 | - | - | - | - | - | - | 6 | 7 | | | |
| TUFTS, Sonny | 17 | 20 | 21 | 21 | 23 | 23 | - | 23 | - | - | - | 23 | 21 | - | 19 | - | - | | | |
| TURNER, Lana | 28 | 28 | 29 | 30 | 34 | 38 | 37 | 37 | 38 | 37 | 35 | 34 | 33 | 34 | 36 | 37 | 38 | | | |
| TYLER, Beverly | - | - | - | - | - | - | 4 | - | - | - | - | - | 5 | - | - | - | - | | | |
| VALLI | - | - | - | - | - | - | - | - | - | - | 2 | 3 | - | - | 16 | 16 | 16 | | | |
| VERA-ELLEN | - | - | - | - | 1 | 2 | 3 | 5 | 7 | 8 | - | - | 5 | 5 | - | - | - | | | |
| WALKER, Robert | 12 | 17 | 23 | 20 | 22 | 20 | 21 | - | 24 | 28 | - | 27 | 25 | - | 21 | - | - | | | |

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| WARING, Fred, & PENNSYLVANIANS | - | - | - | - | - | - | - | - | - | - | 11 | - | - | - | - | - | - | | | |
| WARRICK, Ruth | - | - | 1 | 1 | - | - | - | - | - | - | 4 | - | - | 3 | - | - | - | | | |
| WAYNE, John | 14 | 17 | 18 | 19 | 21 | 20 | 22 | 24 | 27 | 29 | 29 | 29 | 29 | - | 31 | - | - | | | |
| WEBB, Clifton | 4 | 4 | - | - | - | - | - | - | - | - | - | - | - | 19 | 20 | 22 | 27 | | | |
| WELLES, Orson | - | - | - | - | 11 | 15 | 19 | 19 | - | 17 | 16 | - | - | 17 | 16 | 15 | 18 | | | |
| WIDMARK, Richard | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 12 | 16 | 27 | | | |
| WILDE, Cornel | - | 8 | 11 | 14 | 20 | 26 | 30 | 30 | 30 | - | 29 | 32 | 31 | - | 27 | - | 31 | | | |
| WILLIAMS, Bill | - | - | 4 | 5 | 4 | 5 | 10 | 11 | 10 | 9 | 9 | 8 | 6 | - | - | 6 | - | | | |
| WILLIAMS, Esther | - | - | - | - | - | - | 31 | - | 31 | - | - | 37 | 37 | 40 | 40 | 36 | 36 | | | |
| WILSON, Marie | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 4 | | | |

| PLAYER | 1945 | | | | 1946 | | | | 1947 | | | | 1948 | | | | 1949 | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER | SPRING | SUMMER | AUTUMN | WINTER |
| WINNINGER, Charles | - | - | - | - | - | - | - | - | - | 3 | - | - | - | - | - | - | - | | | |
| WOOLLEY, Monty | 12 | 12 | 14 | 14 | - | - | - | 16 | - | 17 | - | - | 15 | - | - | - | - | | | |
| WRIGHT, Teresa | 12 | 9 | 7 | 9 | 11 | 10 | 10 | 12 | 13 | 15 | 19 | 21 | 16 | 15 | 16 | - | - | | | |
| WYATT, Jane | - | - | - | - | - | - | - | - | - | - | - | - | - | - | 7 | - | - | | | |
| WYMAN, Jane | 9 | - | - | - | - | - | - | - | 15 | 19 | - | 20 | 21 | - | 23 | 31 | 41 | | | |
| WYNN, Keenan | - | 2 | 5 | - | - | 11 | - | - | - | - | - | - | 16 | - | 15 | - | - | | | |
| YOUNG, Loretta | - | - | 23 | 21 | 19 | 20 | 20 | 23 | 23 | 26 | 25 | 27 | 28 | 32 | 35 | 35 | 34 | | | |
| YOUNG, Robert | 18 | 21 | 24 | 23 | 21 | 21 | 24 | 24 | 24 | 26 | 26 | 25 | 28 | 29 | 29 | - | - | | | |

# CONTINUING AUDIT OF MARQUEE VALUES

## UPPER PRICE AUDIT

The group upon which the Upper Price Audit is based constitutes the following: Movie-goers in the New York City area who spend on the average of 65 cents or more for their tickets, plus movie-goers in other cities over 500,000 in population who on the average spend 60 cents or more, plus those in cities of 100,000 to 500,000 who on the average pay 55 cents or more, plus those in cities and towns of 10,000 to 100,000 who on the average pay 50 cents or more. This group as a whole pays an average price of 70 cents per ticket, and the dollars they spend on motion pictures amounts to about 60 per cent of the total motion picture gross at the box office.

The average price per ticket paid by those movie-goers not included in the Upper Price Audit is about 42 cents. These people account for about 40 cents out of each dollar spent at the box office.

It is well to point out that the Upper Price Audit inevitably shows up some characteristics of a star's following other than price paid alone. For example, we find that movie-goers in the 12 through 17 age group pay somewhat less on the average than is true of older movie-goers, which means that the Upper Price Audit consists of movie-goers, who on the average are older than people in the total audience. This is turn means that stars who are particularly strong among younger movie-goers are likely to be lower in the Upper Price Audit than in the regular Audit. Correspondingly, stars who are particularly strong among older movie-goers are likely to be higher in the Upper Price Audit than in the regular Audit.

# CONTINUING AUDIT OF MARQUEE VALUES

| ACTRESSES | UPPER PRICE AUDIT | REGULAR AUDIT | DIFFERENCE |
|---|---|---|---|
| BERGMAN, Ingrid | 59 | 56 | + 3 |
| DE HAVILLAND, Olivia | 49 | 44 | + 5 |
| WYMAN, Jane | 46 | 41 | + 5 |
| COLBERT, Claudette | 41 | 38 | + 3 |
| JONES, Jennifer | 41 | 38 | + 3 |
| HAYWORTH, Rita | 38 | 38 | - |
| TURNER, Lana | 38 | 38 | - |
| ALLYSON, June | 37 | 38 | - 1 |
| DAVIS, Bette | 36 | 34 | + 2 |
| WILLIAMS, Esther | 36 | 36 | - |
| STANWYCK, Barbara | 34 | 32 | + 2 |
| YOUNG, Loretta | 34 | 34 | - |
| GRABLE, Betty | 33 | 37 | - 4 |
| FONTAINE, Joan | 32 | 30 | + 2 |
| GARLAND, Judy | 32 | 34 | - 2 |
| CRAIN, Jeanne | 31 | 30 | + 1 |
| CRAWFORD, Joan | 30 | 30 | - |
| DUNNE, Irene | 30 | 29 | + 1 |
| TAYLOR, Elizabeth | 29 | 28 | + 1 |
| TIERNEY, Gene | 29 | 26 | + 3 |
| RUSSELL, Rosalind | 28 | 26 | + 2 |
| SCOTT, Lizabeth | 28 | 28 | - |
| HUTTON, Betty | 27 | 32 | - 5 |
| GODDARD, Paulette | 26 | 24 | + 2 |
| ROGERS, Ginger | 25 | 26 | - 1 |
| BACALL, Lauren | 24 | 23 | + 1 |
| LEIGH, Vivien | 24 | 20 | + 4 |
| SHERIDAN, Ann | 24 | 24 | - |

# CONTINUING AUDIT OF MARQUEE VALUES

| ACTRESSES | UPPER PRICE AUDIT | REGULAR AUDIT | DIFFERENCE |
|---|---|---|---|
| HAYWARD, Susan | 23 | 23 | - |
| TEMPLE, Shirley | 23 | 26 | - 3 |
| DARNELL, Linda | 22 | 22 | - |
| GRAYSON, Kathryn | 20 | 17 | + 3 |
| LOY, Myrna | 20 | 19 | + 1 |
| GARDNER, Ava | 19 | 18 | + 1 |
| RUSSELL, Jane | 19 | 21 | - 2 |
| BALL, Lucille | 18 | 18 | - |
| BARRYMORE, Ethel | 18 | 16 | + 2 |
| DAY, Laraine | 18 | 16 | + 2 |
| HAVER, June | 18 | 18 | - |
| SOTHERN, Ann | 18 | 20 | - 2 |
| VALLI | 18 | 16 | + 2 |
| BENNETT, Joan | 16 | 15 | + 1 |
| LAMOUR, Dorothy | 16 | 19 | - 3 |
| MAYO, Virginia | 14 | 15 | - 1 |
| BLYTH, Ann | 12 | 11 | + 1 |
| DE CARLO, Yvonne | 12 | 14 | - 2 |
| DAY, Doris | 11 | 11 | - |
| GARBO, Greta | 10 | 10 | - |
| O'SULLIVAN, Maureen | 10 | 10 | - |
| LYNN, Diana | 9 | 9 | - |
| MOOREHEAD, Agnes | 9 | 8 | + 1 |
| SMITH, Alexis | 9 | 9 | - |
| HOLM, Celeste | 8 | 8 | - |
| LESLIE, Joan | 8 | 8 | - |
| TREVOR, Claire | 8 | 7 | + 1 |
| KEYES, Evelyn | 7 | 7 | - |

# CONTINUING AUDIT OF MARQUEE VALUES

| ACTRESSES | UPPER PRICE AUDIT | REGULAR AUDIT | DIFFERENCE |
|---|---|---|---|
| HENDRIX, Wanda | 6 | 6 | - |
| BEL GEDDES, Barbara | 5 | 4 | + 1 |
| GREER, Jane | 5 | 5 | - |
| MC DONALD, Marie | 5 | 5 | - |
| DRAKE, Betsy | 4 | 4 | - |
| WILSON, Marie | 4 | 4 | - |
| LANSBURY, Angela | 3 | 3 | - |
| MOORE, Terry | 3 | 3 | - |
| O'DONNELL, Cathy | 3 | 3 | - |
| FOCH, Nina | 2 | 2 | - |
| PERREAU, Gigi | 2 | 2 | - |
| SIMMONS, Jean | 2 | 1 | + 1 |
| COLTON, Rita | 1 | 1 | - |
| CORBY, Ellen | 1 | 1 | - |
| EVANS, Joan | 1 | 2 | - 1 |
| FLEMING, Rhonda | 1 | 1 | - |

## CONTINUING AUDIT OF MARQUEE VALUES

| ACTORS | UPPER PRICE AUDIT | REGULAR AUDIT | DIFFERENCE |
|---|---|---|---|
| CROSBY, Bing | 57 | 57 | - |
| GRANT, Cary | 52 | 51 | + 1 |
| PECK, Gregory | 52 | 50 | + 2 |
| BOGART, Humphrey | 50 | 49 | + 1 |
| HOPE, Bob | 48 | 52 | - 4 |
| STEWART, James | 48 | 45 | + 3 |
| GARFIELD, John | 46 | 44 | + 2 |
| COOPER, Gary | 45 | 45 | - |
| GABLE, Clark | 44 | 44 | - |
| TRACY, Spencer | 44 | 44 | - |
| KAYE, Danny | 43 | 41 | + 2 |
| LADD, Alan | 43 | 48 | - 5 |
| LANCASTER, Burt | 42 | 42 | - |
| MILLAND, Ray | 41 | 38 | + 3 |
| MITCHUM, Robert | 41 | 41 | - |
| PIDGEON, Walter | 41 | 36 | + 5 |
| FORD, Glenn | 40 | 38 | + 2 |
| POWER, Tyrone | 39 | 39 | - |
| ANDREWS, Dana | 38 | 38 | - |
| COTTEN, Joseph | 38 | 35 | + 3 |
| FITZGERALD, Barry | 34 | 32 | + 2 |
| HEFLIN, Van | 34 | 30 | + 4 |
| BENDIX, William | 33 | 34 | - 1 |
| CLIFT, Montgomery | 33 | 29 | + 4 |
| ROBINSON, Edward G. | 33 | 32 | + 1 |
| TAYLOR, Robert | 32 | 31 | + 1 |
| OLIVIER, Laurence | 31 | 26 | + 5 |
| SKELTON, Red | 31 | 36 | - 5 |

# CONTINUING AUDIT OF MARQUEE VALUES

| ACTORS | UPPER PRICE AUDIT | REGULAR AUDIT | DIFFERENCE |
|---|---|---|---|
| WIDMARK, Richard | 31 | 27 | + 4 |
| WILDE, Cornel | 31 | 31 | - |
| JOLSON, Al | 30 | 31 | - 1 |
| WEBB, Clifton | 30 | 27 | + 3 |
| BARRYMORE, Lionel | 29 | 27 | + 2 |
| JOHNSON, Van | 29 | 32 | - 3 |
| POWELL, Dick | 29 | 30 | - 1 |
| RAFT, George | 29 | 29 | - |
| FLYNN, Errol | 28 | 31 | - 3 |
| MONTGOMERY, Robert | 28 | 27 | + 1 |
| DAILEY, Dan | 27 | 27 | - |
| SCOTT, Randolph | 27 | 29 | - 2 |
| PARKS, Larry | 25 | 28 | - 3 |
| ROONEY, Mickey | 25 | 27 | - 2 |
| MARX BROTHERS | 24 | 25 | - 1 |
| O'BRIEN, Pat | 24 | 27 | - 3 |
| HUSTON, Walter | 22 | 19 | + 3 |
| O'KEEFE, Dennis | 22 | 21 | + 1 |
| MASON, James | 21 | 19 | + 2 |
| PAYNE, John | 21 | 21 | - |
| WELLES, Orson | 21 | 18 | + 3 |
| STEVENS, Mark | 20 | 19 | + 1 |
| BOYER, Charles | 19 | 17 | + 2 |
| LAWFORD, Peter | 19 | 21 | - 2 |
| MADISON, Guy | 19 | 19 | - |
| CUMMINGS, Robert | 16 | 16 | - |
| HOLDEN, William | 16 | 16 | - |
| MATURE, Victor | 16 | 17 | - 1 |

# CONTINUING AUDIT OF MARQUEE VALUES

| ACTORS | UPPER PRICE AUDIT | REGULAR AUDIT | DIFFERENCE |
|---|---|---|---|
| LUND, John | 15 | 15 | - |
| MARTIN, Tony | 15 | 14 | + 1 |
| O'CONNOR, Donald | 15 | 15 | - |
| COBB, Lee J. | 14 | 11 | + 3 |
| NIVEN, David | 14 | 12 | + 2 |
| RATHBONE, Basil | 14 | 13 | + 1 |
| AYRES, Lew | 13 | 12 | + 1 |
| BICKFORD, Charles | 12 | 9 | + 3 |
| DONLEVY, Brian | 12 | 12 | - |
| DURYEA, Dan | 12 | 12 | - |
| MC ALLISTER, Lon | 12 | 12 | - |
| LUKAS, Paul | 11 | 10 | + 1 |
| MC CREA, Joel | 11 | 12 | - 1 |
| MORGAN, Frank | 10 | 10 | - |
| DOUGLAS, Kirk | 9 | 8 | + 1 |
| RYAN, Robert | 9 | 9 | - |
| AUTRY, Gene | 8 | 15 | - 7 |
| DUFF, Howard | 8 | 8 | - |
| DEREK, John | 7 | 5 | + 2 |
| GWENN, Edmund | 7 | 6 | + 1 |
| HUTTON, Robert | 7 | 8 | - 1 |
| PRESTON, Robert | 7 | 7 | - |
| AGAR, John | 6 | 7 | - 1 |
| COREY, Wendell | 6 | 4 | + 2 |
| FERRER, Jose | 6 | 5 | + 1 |
| BASEHART, Richard | 5 | 5 | - |
| DE FORE, Don | 5 | 5 | - |
| GRANGER, Farley | 5 | 5 | - |

# CONTINUING AUDIT OF MARQUEE VALUES

| ACTORS | UPPER PRICE AUDIT | REGULAR AUDIT | DIFFERENCE |
|---|---|---|---|
| MC DOWALL, Roddy | 5 | 7 | - 2 |
| STOCKWELL, Dean | 5 | 5 | - |
| GENN, Leo | 4 | 4 | - |
| LYNN, Jeffrey | 4 | 4 | - |
| HOMOLKA, Oscar | 3 | 2 | + 1 |
| KELLAWAY, Cecil | 1 | 1 | - |